

**SALADO ACCEPTING HOT FUND GRANT APPLICATIONS JANUARY 19 TO FEBRUARY 14.
INFORMATIONAL MEETING, JANUARY 18 AT 6:00 PM**

The Village of Salado will be accepting applications for the next cycle of Hotel Occupancy Tax (HOT) Fund Grants, starting January 19 until 5:00 PM on February 14, 2022. An informational meeting will be held on Tuesday, January 18 at 6:00 PM at the Village Office, located at 301 North Stagecoach Road. Those applying for funds are required to attend the informational meeting.

In the first year of the program \$35,000 has been allocated to fund the grant program. The first cycle saw six events awarded a total of \$30,500, leaving a balance of \$4,500 in funds available for the second cycle. The applications are reviewed by the Village's Tourism Advisory Board which forwards a funding recommendation to the Village's Board of Aldermen. The Board of Aldermen makes the final decision on what, if any, events will receive HOT funding each fiscal year.

To be considered, applications must be submitted by 5:00 PM on Monday, February 12, 2022, to the Tourism Director. Presentations and funding consideration take place on February 22, 2022, during the Tourism Advisory Board's meeting. Recommendations will then be presented to the Board of Alderman at their March 17 meeting. Grants will be distributed after April 1, and funds must be used to promote events before September 30, 2022. Interested parties must complete and submit a funding application, which can be found on the Village website at www.saladotx.gov, picked up at the Visitor Center (423 S. Main Street), or email ahoward@saladotx.gov to have one sent via email.

The Village of Salado has allocated for some HOT funds to be distributed to eligible individuals, groups, and businesses to help fund events that directly promote tourism and the hotel and convention industry. Hotel Occupancy Tax is collected from hotels, bed & breakfasts, and other lodging facilities, and revenue from funds must be used according to Chapter 351 of the Tax Code.

For more information, please contact Andrea Howard, Tourism Director at the Salado Visitor Center, 423 South Main Street, call (254) 947-8634 or email ahoward@saladotx.gov.